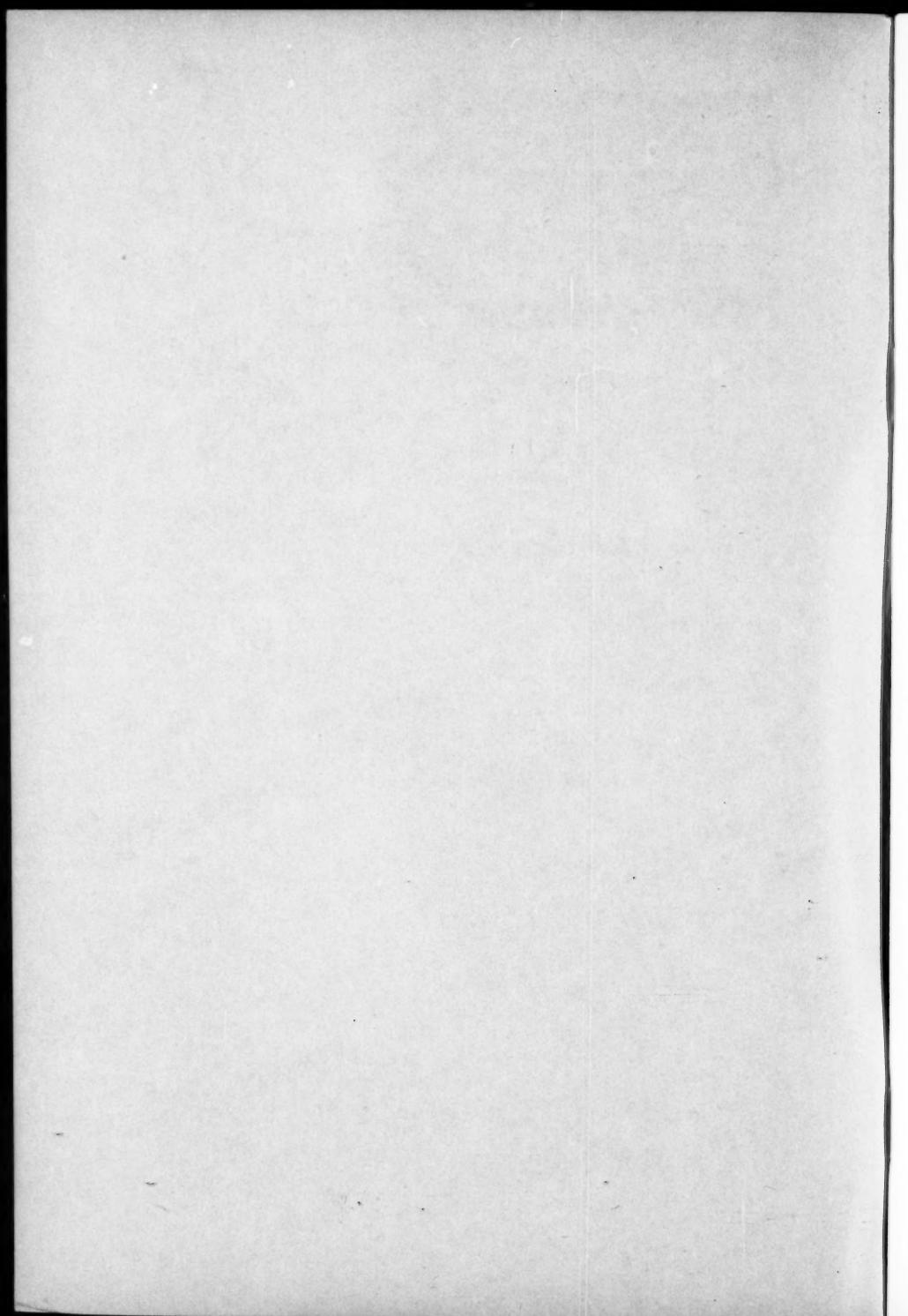


**BUSINESS  
EDUCATION  
INDEX·1965**

**DELTA PI EPSILON**



# BUSINESS EDUCATION INDEX

## 1965

**Index of Business Education Articles  
Compiled from a Selected List of Periodicals and  
Yearbooks Published During the Year 1965**

VOLUME 26

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## Subject Headings

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*A list of the general periodicals and the business education periodicals indexed more than once is given at the end of the book.*

## Key to Abbreviations

Ag	August	ed	edited, edition	nat	national
Ap	April		education, editor	no	number
assn	association	F	February	O	October
bd	board	Ja	January	p	pages
bldg	building	Je	June	pt	part
bul	bulletin	Jl	July	pub	publishing, publisher
bur	bureau	Jr	Junior	pubs	publications
bus	business	jt	joint	rev	revised
co	company	misc	miscellaneous	S	September
comp	compiled, compiler	Mr	March	ser	series
D	December	My	May	supt	superintendent
dept	department	N	November	univ	university

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- Cath Sch J—The Catholic School Journal. Bruce Publishing Company, 400 North Broadway, Milwaukee, Wisconsin 53201
- Clearing House—The Clearing House, Joseph Green, ed. Fairleigh Dickinson University, Teaneck, New Jersey
- Ed—Education. Emmett Albert Betts, ed. 4300 West 62 Street, Indianapolis, Indiana 46206
- H Points—High Points. Abraham Ponomer, ed. Board of Education, 110 Livingston Street, Brooklyn, New York 11202
- Ill Ed—Illinois Education. Illinois Education Association, 100 East Edwards Street, Springfield, Illinois 62704
- J Accy—The Journal of Accountancy. Charles E. Noyes, ed. 666 Fifth Avenue, New York, New York 10019
- J Ap Psychol—Journal of Applied Psychology. American Psychological Association, 1333 Sixteenth Street, N.W., Washington, D. C. 20036
- J Ed Res—The Journal of Educational Re-
- search. Dembar Educational Research Services, Inc., Box 1605, Madison, Wisconsin 53701
- J Sec Ed—Journal of Secondary Education. 1705 Murchison Drive, Burlingame, California 94011
- Jun Col J—Junior College Journal. Edmund J. Gleazer, Jr., ed. American Association of Junior Colleges, 1315 Sixteenth Street, N.W., Washington, D. C. 20036
- NEA J—NEA Journal. Mildred Sandison Fenner, ed. National Education Association, 1201 Sixteenth Street, N.W., Washington, D. C. 20036
- Nat Assn Sec Sch Prin Bul—Bulletin of the National Association of Secondary-School Principals. National Association of Secondary-School Principals, 1201 Sixteenth Street, N.W., Washington, D. C. 20036
- Ohio Sch—Ohio Schools. Ohio Education Association, 225 East Broad Street, Columbus, Ohio 43215
- Sch & Soc—School and Society. Society for the Advancement of Education, Inc., 1834 Broadway, New York, New York 10023
- Sec—The Secretary. Shirley S. Englund, ed. National Secretaries Association, 1103 Grand Avenue, Kansas City, Missouri 64106

## Business Education

- ABWA Bul—The ABWA Bulletin. Robert D. Gieselman, ed. The American Business Writing Association, 317b David Kinley Hall, University of Illinois, Urbana, Illinois 61803
- Automation Ed—Automation Educator. Enoch J. Haga, ed. Business Publications, Inc., 288 Park Avenue, West, Elmhurst, Illinois 60128
- Bal Sheet—The Balance Sheet. C. F. Templeman, ed. South-Western Publishing Company, 5101 Madison Road, Cincinnati, Ohio 45227
- Ball State C J—The Ball State Commerce Journal. Robert P. Bell, ed. Department of Business Education, Ball State Teachers College, Muncie, Indiana 47301
- Ball State J—Ball State Journal for Business Educators. Robert P. Bell, ed. College of Business, Ball State University, Muncie, Indiana 47301
- Bus Ed Forum—Business Education Forum. Hollis P. Guy, exec. ed. National Business Education Association, 1201 Sixteenth Street, N.W., Washington, D. C. 20036
- Bus Ed J—Business Education Journal. Richard F. Reicherter, ed. Department of Business and Business Education, Kansas State Teachers College, Emporia, Kansas 66801
- Bus Ed Observer—Business Education Observer. Paul G. Burghardt, ed. New Jersey Business Education Association, Manchester Regional High School, Haledon, New Jersey
- Bus Ed World—Business Education World. James Bolger, ed. Gregg Division, McGraw-Hill Book Company, 330 West 42 Street, New York, New York 10036
- Bus Perspectives—Business Perspectives. John M. Fohr, ed. Southern Illinois University, Carbondale, Illinois 62903
- Bus Tchr—Business Teacher. Kay Ziegler, ed.
- Gregg Division, McGraw-Hill Book Company, 330 West 42 Street, New York, New York 10036
- CBEA Bul—California Business Education Association Bulletin. William J. Mason and Jack Yuen, eds. San Francisco State College, San Francisco, California
- Cath Bus Ed R—Catholic Business Education Review. Catholic Business Education Association. Brother La Salle Woelfel, ed. Catholic Business Education Association, St. Edward's University, Austin, Texas 78207
- Coll N & V—Collegiate News and Views. Charles D. Sisley, ed. South-Western Publishing Company, 5101 Madison Road, Cincinnati, Ohio 45227
- Compass—The Compass. Richard A. Fulton, ed. United Business Schools Association, 1101 17th Street, N.W., Washington, D. C. 20036
- Data Processor—Data Processor for Better Business Education. Robert E. Kriegbaum, ed. Society for Automation in Business Education, University of Dayton, Dayton, Ohio 45409
- Delta Pi Epsilon J—The Delta Pi Epsilon Journal. Robert M. Kessel, ed. Delta Pi Epsilon Fraternity, College of Business Administration, University of Denver, Denver, Colorado 80202
- EBTA J—The EBTA Journal. Rufus Stickney, ed. Eastern Business Teachers Association, 1368 Commonwealth Avenue, Brighton, Massachusetts 02134
- EBTA Y—Eastern Business Teachers Association Yearbook, Vol. 38. Methods of Teaching Typewriting. John L. Rowe, ed. Eastern Business Teachers Association, New York University Campus Stores, 18 Washington

- Place, New York, New York 20003. 301 p \$5  
Future Bus Leader—Future Business Leader. DeWayne Cuthbertson, ed. Future Business Leaders of America, 1201 Sixteenth Street, N.W., Washington, D.C. 20036
- Inter Rev for Bus Ed—International Review for Business Education. Felix Schmid, ed. International Society for Business Education, En Corjon, Le Mont-sur-Lausanne, Switzerland
- J Bus Communication—The Journal of Business Communication. Richard P. Felton, ed. American Business Writing Association, 317b David Kinley Hall, University of Illinois, Urbana, Illinois 61803
- J Bus Ed—Journal of Business Education. Elizabeth T. Van Derveer, ed. Robert C. Trethaway, 15 South Franklin Street, Wilkes-Barre, Pennsylvania 18700
- Kansas Bus Tchr—The Kansas Business Teacher. Gerald Goetz, ed. Kansas Business Teachers Association, West High School, Topeka, Kansas 66614
- MBEA News Bul—Michigan Business Education News Bulletin. Robert Poland, ed. 222 Eppley Center, Michigan State University, East Lansing, Michigan 48823
- NABTE Bul—National Association for Business Teacher Education Bulletin. F. Wayne House, ed. National Business Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036
- NBEA Y—National Business Education Association Yearbook, Vol. 3, 1965. New Media in Teaching the Business Subjects. Edwin A. Swanson, ed. National Business Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036. 206 p \$4.75
- N Bus Ed Q—National Business Education Quarterly. Hollis P. Guy, exec. ed. National Business Education Association, 1201 Sixteenth Street, N.W., Washington, D.C. 20036
- NJBEA Fiftieth Anniv.—New Jersey Business
- Education Association Fiftieth Anniversary Bulletin, 1915-1965. Ellis R. Thomas and Harold L. Peebles, eds. New Jersey Business Education Association, Trenton, New Jersey. 64 p
- Newsletter JCEE—Newsletter, Joint Council on Economic Education. Elizabeth L. Deery, ed. The Joint Council on Economic Education, 1212 Avenue of the Americas, New York, New York 10036
- Newsletter Phi Beta Lambda—Phi Beta Lambda, 1201 Sixteenth Street, N.W., Washington, D.C. 20036
- Ohio Bus Tchr—The Ohio Business Teacher. Charles E. Reigel, ed. Ohio Business Teachers Association, University of Cincinnati, Cincinnati, Ohio 45200
- Proceedings of Inter Course—Proceedings of the Thirty-Seventh International Course in Business and Economic Education. United States Chapter of the International Society for Business Education. Washington Square Center, New York University, New York, New York 10003. 157 p
- Sincerely Yours—Helene L. Zimmerman, ed. The Business Teachers Association of New York State, Williamson Central School, Williamson, New York 14589
- Today's Sec—Today's Secretary. Mary Jollon, ed. Gregg Division, McGraw-Hill Book Company, 330 West 42 Street, New York, New York 10036
- Topics—Teaching Topics from ILI and HII. Helen M. Thal, ed. Institute of Life Insurance, 277 Park Avenue, New York, New York 10017
- Typ News—Typewriting News. R. L. Rahbar, ed. South-Western Publishing Company, 5101 Madison Road, Cincinnati, Ohio 45227
- VBE Bul—Virginia Business Education Bulletin. Business Education Service, State Department of Education, Richmond, Virginia 23216

## Directory of Publishers

- Allied. Allied Publishers, Inc., Jackson Tower Building, Portland, Oregon 97205
- Allyn & Bacon. Allyn and Bacon, Inc., 150 Tremont Street, Boston, Massachusetts 02111
- American. American Book Company, 55 Fifth Avenue, New York, New York 10003
- Brown. Wm. C. Brown Company Publishers, 135 South Locust Street, Dubuque, Iowa 52001
- Bus Ed Publishers. Business Education Publishers, Inc., Box 72, Foothill Station, Salt Lake City, Utah 84108
- Business Press. The Business Press, 288 Park Avenue, West, Elmhurst, Illinois 60128
- Free Press. The Free Press, 60 Fifth Avenue, New York, New York 10011
- Ginn. Ginn and Company, 72 Fifth Avenue, New York, New York 10011
- Gregg. Gregg Division, McGraw-Hill Book Company, 330 West 42 Street, New York, New York 10036
- Harper & Row. Harper & Row, Publishers, 49 East 33 Street, New York, New York 10016
- Heath. D. C. Heath and Company, 285 Columbus Avenue, Boston, Massachusetts 02116
- Holt. Holt, Rinehart and Winston, Inc., 383 Madison Avenue, New York, New York 10017
- Houghton Mifflin. Houghton Mifflin Company, 2 Park Street, Boston, Massachusetts 02107
- Irwin. Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, Illinois 60430
- McGraw-Hill. McGraw-Hill Book Company, 330 West 42 Street, New York, New York 10036
- Macmillan. The Macmillan Company, 60 Fifth Avenue, New York, New York 10011
- Pitman. Pitman Publishing Corporation, 20 East 46 Street, New York, New York 10017
- Prentice-Hall. Prentice-Hall, Inc., Englewood Cliffs, New Jersey 07632
- Ronald. The Ronald Press Company, 15 East 26 Street, New York, New York 10010
- Rowe. The H. M. Rowe Company, 624 North Gilmore Street, Baltimore, Maryland 21217
- Scribner's. Charles Scribner's Sons, 597 Fifth Avenue, New York, New York 10017
- South-Western. South-Western Publishing Company, 5101 Madison Road, Cincinnati, Ohio 45227
- Wadsworth. Wadsworth Publishing Company, Inc., Belmont, California 94002
- Walch. J. Weston Walch, Publisher, 1145 Congress Street, Portland, Maine 04104
- Wiley. John Wiley & Sons, Inc., 605 Third Avenue, New York, New York 10016

